

# Client Case Study: Washerman's Laundromat

**Client:** Washerman's Laundromat

**Location:** Old Bridge, NJ

**Industry:** Laundry Services

**Services Provided by Page 2 Media:** Digital Marketing Strategy, Social Media Management, Google & Meta Ads, Content Creation, Traditional Marketing Collateral

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## From Spin Cycles to Success: How Washerman's Went Viral and Doubled Wash & Fold Revenue

Washerman's Laundromat came to Page 2 Media with a goal that many small service businesses share: **grow brand awareness and increase revenue—fast, but sustainably**. In an industry that's often overlooked online, we saw an opportunity to turn a local laundromat into a content powerhouse and community staple.

Spoiler alert: it worked.

### The TikTok Effect: Over 1 Million Views and Counting

With our help, Washerman's TikTok presence exploded. By blending educational content ("How to wash your comforter the *right* way") with day-in-the-life entertainment ("Crazy things we've found in pockets this week"), we helped them grow to over **1 million total views** on the platform.

We knew the key was to meet customers where they were: on their phones. By filming short, authentic videos that brought personality into the brand, Washerman's was no longer just a laundromat—it became a local *character*.

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### The Numbers Don't Lie: Wash & Fold Revenue Doubled

When Washerman's started with us, their Wash & Fold revenue in **February 2023** was **\$4,958.90**. By **May 2024**, that number had jumped to **\$10,808.15**—more than double in just over a year.

How'd we do it?

### A Full-Funnel, Multichannel Marketing Strategy

#### Google Ads

We built search campaigns targeting high-intent keywords like "laundromat near me," "wash and

fold service,” and “laundry pickup.” These led to a steady stream of new customers looking for fast, local laundry help.

### **Social Media**

Consistent content across TikTok, Instagram, and Facebook helped maintain top-of-mind awareness. Our posting calendar included:

- Educational tips
- Behind-the-scenes clips
- Customer shoutouts
- Local community engagement

### **Meta Ads**

We layered in boosted posts and retargeting campaigns to re-engage users who had watched videos or clicked on the website.

### **Traditional Marketing**

Yes, we still believe in print! We designed and distributed:

- Branded flyers and door hangers
- Coupon promotions
- Sponsorship banners for the local Little League team

This community-first approach helped bridge the gap between digital reach and local loyalty.

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### **Why It Worked**

- ✓ **Consistency** across platforms
  - ✓ **Authenticity** in video content
  - ✓ **Visibility** through Google Ads
  - ✓ **Community engagement** through sponsorships
  - ✓ **A clear message:** Washerman’s is clean, quick, and convenient
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### **What’s Next?**

Washerman’s is expanding their pickup and delivery services, and Page 2 Media is already mapping out the next stage of growth. With data-driven insights and content that connects, we’re not just doing laundry marketing—we’re doing it *right*.

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### **Ready for Your Business Glow-Up?**

If you're a small service business ready to boost visibility and revenue like Washerman's, let's talk.

 Call us at 732-705-1517 or visit [page2marketing.com](https://page2marketing.com) to book your free strategy call.